

JUL 15 12 16 PM '97 Federal Communications Commission

DA 97-1421

DISPATCHED

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of)
)
Amendment of Section 73.202(b)) MM Docket No. 97-156
Table of Allotments.) RM-9110
FM Broadcast Stations.)
(Greenwood and Abbeville, South Carolina))

NOTICE OF PROPOSED RULE MAKING

Adopted: July 3, 1997;

Released: July 11, 1997

Comment Date: September 2, 1997

Reply Comment Date: September 17, 1997

By the Chief, Allocations Branch:

1. The Commission has before it the petition for rule making filed by Greenwood Broadcasting Company, Inc. ("petitioner"), licensee of Station WCRS-FM, Channel 244A, Greenwood, South Carolina, proposing the substitution of Channel 244C3 for Channel 244A at Greenwood, the reallocation of Channel 244C3 from Greenwood to Abbeville, South Carolina, and the modification of Station WCRS-FM's license accordingly. Petitioner states its intention to apply for Channel 244C3, if reallocated to Abbeville.

2. Petitioner seeks to invoke the provisions of Section 1.420(i) of the Commission's Rules, which permit the modification of a station's license to specify a new community of license without affording other interested parties an opportunity to file competing expressions of interest. See Modification of FM and TV Authorizations to Specify a New Community of License, 4 FCC Rcd 4870 (1989), recon. granted in part, 5 FCC Rcd 7094 (1990) ("Change of Community MO&O"). In support of its proposal, petitioner states that Abbeville is a community located in the southeastern portion of Abbeville County, South Carolina, and has a 1990 U.S. Census population of 5,778 persons. Abbeville also has a zip code. Petitioner notes that Stations WZLA-FM and WABV(AM) are currently licensed to Abbeville. Petitioner contends that the proposed upgrade and reallocation of Channel 244C3 to Abbeville, South Carolina, would provide the community with its first "competing" local FM transmission service and would enable Station WCRS-FM to nearly double its 60 dBu service area as well as significantly increase its service area population. Thus, petitioner states that the proposal would result in a preferential arrangement of allotments, citing Revision of FM Assignment Policies and Procedures, 90 FCC

2d 88 (1982). Moreover, petitioner further states that the reallocation of Channel 244C3 to Abbeville would not deprive Greenwood (population 20,807)¹ of its sole local aural service, since Stations WLMA(FM) and WMTY(AM/FM) would remain licensed to the community. Lastly, petitioner asserts that Abbeville is neither in nor near an Urbanized Area.

3. We believe petitioner's proposal warrants consideration. However, since petitioner proposes to relocate its transmitter site, the reallocation could result in some areas losing existing reception services.² Therefore, petitioner is requested to provide data reflecting the gain and loss areas that would result from the reallocation of Channel 244C3 to Abbeville. Petitioner is also requested to submit information demonstrating the overall public interest benefits that would be derived from the reallocation.

4. An engineering analysis has determined that Channel 244C3 can be allotted to Abbeville, South Carolina, in compliance with the Commission's minimum distance separation requirements with a site restriction of 18.5 kilometers (11.5 miles) west to avoid a short-spacing to the licensed site of Station WHKZ-FM, Channel 244A, Cayce, South Carolina, at petitioner's requested site.³ As requested, we shall also propose to modify Station WCRS-FM's license to specify operation on Channel 244C3 at Abbeville, South Carolina, as its new community of license. In accordance with the provisions of Section 1.420(i) of the Commission's Rules, we shall not accept competing expressions of interest in the use of Channel 244C3 at Abbeville, or require the petitioner to demonstrate the availability of an additional equivalent class channel for use by such parties.

5. Accordingly, we seek comments on the proposed amendment of the FM Table of Allotments, Section 73.202(b) of the Commission's Rules, for the communities listed below, to read as follows:

<u>City</u>	<u>Channel No.</u>	
	<u>Present</u>	<u>Proposed</u>
Greenwood, South Carolina	244A, 278C3	278C3

¹Population figure taken from the 1990 U.S. Census.

²The Commission has previously stated: "The public has a legitimate expectation that existing service will continue, and this expectation is a factor we must weigh independently against the service benefits that may result from reallocating a channel from one community to another, regardless of whether the service removed constitutes a transmission service, a reception service, or both." See Change of Community MO&O, *supra*, at 5 FCC Rcd 7097.

³The coordinates for Channel 244C3 at Abbeville are North Latitude 34-07-09 and West Longitude 82-33-51.

Abbeville, South Carolina

225A

225A, 244C3

6. The Commission's authority to institute rule making proceedings, showings required, cut-off procedures, and filing requirements are contained in the attached Appendix and are incorporated by reference herein. In particular, we note that a showing of continuing interest is required by paragraph 2 of the Appendix before a channel will be allotted.

7. Interested parties may file comments on or before September 2, 1997, and reply comments on or before September 17, 1997, and are advised to read the Appendix for the proper procedures. Comments should be filed with the Secretary, Federal Communications Commission, Washington, DC 20554. Additionally, a copy of such comments should be served on the petitioner, or its counsel or consultant, as follows:

Robert Lewis Thompson, Esq.
Taylor, Thiemann & Aitken, L.C.
908 King Street, Suite 300
Alexandria, Virginia 22314
(Counsel for Petitioner)

8. The Commission has determined that the relevant provisions of the Regulatory Flexibility Act of 1980 do not apply to rule making proceedings to amend the FM Table of Allotments, Section 73.202(b) of the Commission's Rules. See Certification That Sections 603 and 604 of the Regulatory Flexibility Act Do Not Apply to Rule Making to Amend Sections 73.202(b), 73.504 and 73.606(b) of the Commission's Rules, 46 FR 11549, February 9, 1981.

9. For further information concerning this proceeding, contact Sharon P. McDonald, Mass Media Bureau, (202) 418-2180. For purposes of this restricted notice and comment rule making proceeding, members of the public are advised that no ex parte presentations are permitted from the time the Commission adopts a Notice of Proposed Rule Making until the proceeding has been decided and such decision is no longer subject to reconsideration by the Commission or review by any court. An ex parte presentation is not prohibited if specifically requested by the Commission or staff for the clarification or adduction of evidence or resolution of issues in the proceeding. However, any new written information elicited from such a request or a summary of any new oral information shall be served by the person making the presentation upon the other parties to the proceeding unless the Commission specifically waives this service requirement.

Any comment which has not been served on the petitioner constitutes an ex parte presentation and shall not be considered in the proceeding. Any reply comment which has not been served on the person(s) who filed the comment, to which the reply is directed, constitutes an ex parte presentation and shall not be considered in the proceeding.

FEDERAL COMMUNICATIONS COMMISSION

John A. Karousos
Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

Attachment: Appendix

APPENDIX

1. Pursuant to authority found in Sections 4(i), 5(c)(1), 303(g) and (r), and 307(b) of the Communications Act of 1934, as amended, and Sections 0.61, 0.204(b) and 0.283 of the Commission's Rules, IT IS PROPOSED TO AMEND the FM Table of Allotments, Section 73.202(b) of the Commission's Rules and Regulations, as set forth in the Notice of Proposed Rule Making to which this Appendix is attached.

2. Showings Required. Comments are invited on the proposal(s) discussed in the Notice of Proposed Rule Making to which this Appendix is attached. Proponent(s) will be expected to answer whatever questions are presented in initial comments. The proponent of a proposed allotment is also expected to file comments even if it only resubmits or incorporates by reference its former pleadings. It should also restate its present intention to apply for the channel if it is allotted and, if authorized, to build a station promptly. Failure to file may lead to denial of the request.

3. Cut-off protection. The following procedures will govern the consideration of filings in this proceeding.

(a) Counterproposals advanced in this proceeding itself will be considered, if advanced in initial comments, so that parties may comment on them in reply comments. They will not be considered if advanced in reply comments. (See Section 1.420(d) of the Commission's Rules).

(b) With respect to petitions for rule making which conflict with the proposals in this Notice, they will be considered as comments in the proceeding, and Public Notice to this effect will be given as long as they are filed before the date for filing initial comments herein. If they are filed later than that, they will not be considered in connection with the decision in this docket.

(c) The filing of a counterproposal may lead the Commission to allot a different channel than was requested for any of the communities involved.

4. Comments and Reply Comments; Service. Pursuant to applicable procedures set out in Sections 1.415 and 1.420 of the Commission's Rules and Regulations, interested parties may file comments and reply comments on or before the dates set forth in the Notice of Proposed Rule Making to which this Appendix is attached. All submissions by parties to this proceeding or by persons acting on behalf of such parties must be made in written comments, reply comments, or other appropriate pleadings. Comments shall be served on the petitioner by the person filing the comments. Reply comments shall be served on the person(s) who filed comments to which the reply is directed. Such comments and reply comments shall be

accompanied by a certificate of service. (See Section 1.420(a), (b) and (c) of the Commission's Rules.) Comments should be filed with the Secretary, Federal Communications Commission, Washington, D.C. 20554.

5. Number of Copies. In accordance with the provisions of Section 1.420 of the Commission's Rules and Regulations, an original and four copies of all comments, reply comments, pleadings, briefs, or other documents shall be furnished the Commission.

6. Public Inspection of Filings. All filings made in this proceeding will be available for examination by interested parties during regular business hours in the Commission's Reference Center (Room 239) at its headquarters, 1919 M Street, N.W., Washington, D.C.